

To: Perez, F J., Alese, Louann F.
From: Tanchyk, R
Posted: 4/21/98 16:49
Opened: 4/22/98 8:44
Subject: Smokers Paradise

Ladies and Gentlemen,

Attached are store layouts as well as carton waterfall fixture planograms for Smokers Paradise sis # 820459 in West Hempstead. Store is planning a May opening. I have ordered fixtures / pdi and will advise you with shipping information. Carton fixtures will need to be modified; besides the top portion being waterfalled an extra two shelves of waterfall will need to be installed on each fixture. Extra retro waterfall kits have been ordered. I suggest we vertically load our leading brands and merchandise other (Vantage, monarchs etc. below the waterfall sections. RJR is authorized a window decal on the front door, a 2x2 light box in the front window, an MFD on the selling floor (see layout) and an interior sign - I only have available 2x2 light boxes. Any questions please give me a call.

CC: Keeney, David, 1210 - New York ROU (ALVICHIA), 1600 - Buffalo Region (BURRELL)

Sales		Retail	
1221		1222	
1222		1223	27
1223		1226	
1224		1229	
1225		ROM	
1226		PO	SC
1229	/	MC	PA
1240			
1244		RSM	RSM

51853 4750

RJR QkPOG II**RJR Fixture Planogram Application QkPOG II**

Version 7.1

Input Sheet

Account Name :

SMOKERS PARADISE

Fixture Description:

2 FOUR FOOT CARTON WAREFALL FIXTURES

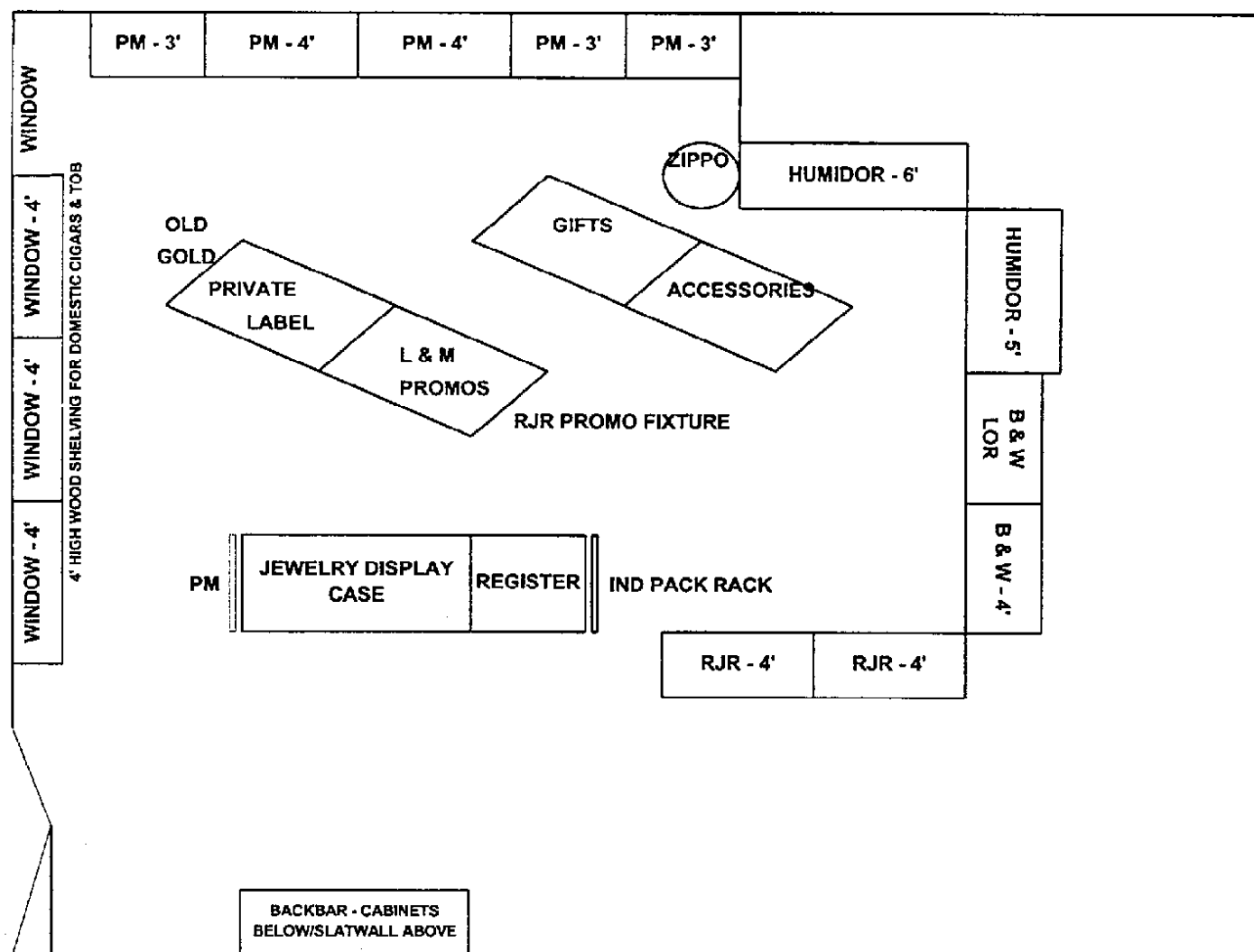
Other Information :

Fill In All Needed Information
(above) Then Click To Create >CREATE
PlanogramReturn To
Planogram

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SMOKER'S PARADISE
WESTMINISTER RD, W HEMPSTEAD, NY



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